

Section A – Executive Summary

The objective of this project is to BOND the community of SEIRIOL to an improved, managed and sustainable natural environment. It will take a catchment wide approach across the three rural communities of the Seiriol Ward of South East Anglesey, where important common lands and community owned assets are undergoing habitat degradation. The project aims to implement and substantiate a replicative model of how active community stewardship of valuable, biodiverse natural assets can be achieved.

Cwlwm Seiriol is an integrated, structured project established to forge a lasting, symbiotic relationship (the SEIRIOL BOND) between the community and its open spaces. This project will achieve real, measurable growth in the quantity, quality and impacts of this relationship between inhabitants and spaces, across all spectra of age, health status, knowledge and motivation. With a primary aim to change the lives of people through closer links to the natural environment, this project will produce physical and mental health benefits to improve well being, reinvigorated people who have suffered demotivation and exclusion, and a new awareness to help fuel future generations' sense of place and of active belonging. The community will become actively involved in understanding, managing, improving and benefitting from open spaces of high conservation value, sustaining the range of ecosystems characteristic of the area. This wide area perspective ensures that the community bonds meaningfully and practically with marine habitats, designated Local Nature Reserves, designated Areas of Outstanding Natural Beauty, wetlands, farmlands, heathlands, woodlands and heritage sites including:-

- a. 50 acres of reserves, 40 of which are designated Local Nature Reserves.
- b. 60 acres of undermanaged common lands.
- c. 23km of Coastal Path through AONB designated coast
- d. the Mariandryrs reserve of 6.75 Ha
- e. the Bwrdd Arthur pavement
- f. Coed y Brenin Llangoed
- g. Aberlleiniog motte and bailey environs
- h. 5.5km of byeways suitable for the creation of biodiversity corridors linking the above sites, sealing the catchment approach.

This project will result in:-

- a. a ten fold increase in community participation in improving, maintaining and benefitting from important natural environments (1500 people)
- b. a trained cohort contributing knowledgeably to improving, monitoring and managing Seiriol Open Spaces (300 people)
- c. Local inhabitants who can testify to positive changes in their lives addressing economic, social and physical and mental health needs (150 people)
- d. Substantial habitat improvement brought about by community interventions (200 acres equiv)
- e. Committed, skilled communities to continue the work beyond the project's life, underwritten by landowners and open space stewards.
- f. A community of skilled environmental champions in a sealed bond

Seiriol ward has a population of 12,000, including the rural parishes of Llandegfan, Llangoed and Llanddona. It has a baseline of formalised community groups (one town and three parish councils, and three environment advocacy groups)

Revenue funding will include project and stakeholder staffing, animation, training, marketing and a structured programme of activities. A coordinator will be appointed to facilitate local structure and management, to work with Local Environment Champions (LECs), stakeholders and beneficiaries to establish a formal Cwlwm Seiriol Partnership. A great deal of emphasis is placed on a well governed and a well structured project using Quarterly programming and Continuous Improvement systems based on appropriate Monitoring and Evaluation. Light capital works will be required to restore common lands eg fencing and grids to reintroduce grazing in deteriorating heathlands. Equipment is required for H&S, manual conservation work and transporting livestock.

This is therefore a project:-

driven by altruistic community entrepreneurship and meeting real and widespread needs , governed by the principle of adding value to existing unused or underused resources in order to provide socio economic benefit and delivered through third sector, social enterprise models to reinvigorate the rural community of the Seiriol ward through an exemplar of economic, environmental restructuring, health and well being.

The Cwlwm Seiriol Bond Project will work with two key partners: Coed Cymru and PONT (Pori Natur a Threftadaeth), but will also work closely with a plethora of stakeholders and organisations including the North Wales Wildlife Trust, the National Trust, landowners, health practitioners, community groups, voluntary groups, the local authority, community councils and charities. Drawing on expertise and linking current provision as well as identifying and creating new opportunities will be a key theme and focus throughout the project.

What and For Whom and how?

The following table is a simplified summary of what this project seeks to achieve. It is greatly expanded upon in further sections of this application

PRIMARY NEEDS	CWLWM SEIRIOL PRIMARY RESPONSES	OUTCOMES / IMPACTS
<p><i>Communities in rural areas to take a more proactive and collaborative role in meeting needs within the community</i></p>	<p>TO INNOVATE ie to pilot, establish, prove and substantiate a NEW MODEL FOR RURAL COMMUNITY PRODUCTIVITY based upon the bringing together of COMMUNITY and ENVIRONMENTAL NEEDS. In symbiosis, the needs of both resources are met, and a long term bond established which will produce further innovation</p>	<p>ONE proven seven year model of Community Productivity demonstrating how correlative Local Area Needs can lead to innovative solutions at a local level</p>
<p><i>Communities to take ownership and responsibility for open spaces in the</i></p>	<p>Undertake an exhaustive and participative community and environment mobilisation programme</p>	

Future generations needs – from passive to proactive communities:-

community which have ecological significance

<p>Educate, motivate, train and assist people to understand, manage and value their natural environment</p>	<p>A ten fold increase in community participation in improving, maintaining and benefitting from important natural environments (1500 people)</p> <p>A trained cohort contributing knowledgeably to improving, monitoring and managing Seiriol Open Spaces (300 people)</p>
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Health and Equality needs – from passive to proactive individuals

Communities to draw greater benefit from their open spaces in relation to physical and mental health and well being

Provide a comprehensive programme of activities in the field, ranging from work and recreational activities to value added innovation opportunities, known to have a beneficial preventative health effect, and an important curative contribution to well being.

Special events (10 per annum)

Group fieldwork (36 per annum)

Local inhabitants who can testify to transformative, positive changes in their lives addressing economic, social or health needs (150 people)

Health centres' data over a 7 year period yielding macro and micro improvement data

Community activity to play a proactive role in assisting individuals to undergo transformative experiences as a basis for aspirational divergence in peoples' lives

With a mature proactive bond community, to extend the reach and effect of the intra community matching of those in need of help to those who can provide that help

Individuals whose self development has been improved through secondary connections / effects arising from Cwlwm Seiriol eg assistance to apply for and get a job. (50 cases)

Environment and Sustainability needs

To manage deteriorating environmental assets for the benefit of future generations

Harnessing the resourced community to implement and sustain management plans for the Seiriol catchment's ecological hot spots through the training and work programmes and activity days

Substantial habitat improvement brought about by community interventions (137 hectares – 336 acres)

To better connect the environmental hot spots in the Seiriol area, and to make possible connective access

The establishment of habitat corridors and enhanced footpaths which produce enhanced ecological coherence and improved ease of use for people

Habitat enhancements created through the provision of corridors (9km)

Access and connectivity improvements created by footpath and minor road networks (2 circular route of 25Km)

*It seems to me that the natural world is the greatest source of excitement; the greatest source of visual beauty; the greatest source of intellectual interest. It is the greatest source of so much in life that makes life worth living. **David Attenborough***

Read more at: <https://www.brainyquote.com/quotes/quotes/d/davidatten214808.html>